

# Why is it important for managers to be good negotiators? Why is mastering the art of persuasion important to effective negotiation?

Muqrin Alhuwayshan

**ABSTRACT:** Negotiation is something everyone is acquainted with. It's something you utilize all the time in your work and additionally in your own life. Managers do negotiation day by day. A large portion of their interactions are casual discussions with their staff, associates and clients. Numerous managers are poor moderators since they didn't take in the art of negotiations. An individual can improve his negotiation at work by practicing things. As a negotiator a manager meet individuals. Working environment negotiations are about building and becoming commonly helpful associations with these individuals. Individuals have their own advantage, needs and inspirations other than their objectives for the association. You will be more fruitful negotiator at work when you help your staff, associates and others get what they need professionally and personally. Negotiation is a perceived value and in order to improve negotiation skills managers should learn to create perceived value in the minds of the employees.

Managers should identify that conflict is natural and does not always have a negative result. Also, they should understand that the way in which they respond to conflict is important. Managers must be able to make a connection with others; Managers should analyze the issues by asking questions, collecting evidence, conducting research, and taking on challenges. Managers should have a clear understanding of the problems, so they can make decisions, and provide

solutions for the conflicts (Kolb.D. 2003). Successful managers should always work as group and share information with the other members of the conflict. Negotiation Managers must trust their skills and their ability to find solutions. Managers must be prepared by understanding the issues at hand, identifying the goals, controlling their emotions, and knowing when to close the deal once they achieve their goals. Negotiation Managers must also have

the ability to actively listen when they are discussing an issue (Donaldson, M. 1996). Mastering the art of persuasion is essential for managers because Managers need to have the skills to achieve effective negotiation (Cialdini, Robert B., Ph.D 1993).

The art of persuasion helps Managers to analyze their audience. Each person has a different way of thinking; thus, there is a different way to persuade them (Maddux, R. 1988). The audience is never the same; they could consist of teenagers, farmers, academics, and immigrants. So the art of persuasion will allow Managers to know how to handle any member of their audience.

Moreover, the art of persuasion helps Managers to prepare the case, make an outline, and choose the argument.

Furthermore, the art of persuasion lead Managers to practice their presentation alone or in front of friends and coworkers (Kramer, H. 2001).The manger of Y Company wants two of the employees to work during weekends for at least 6 hours. But the employees don't have time on weekends. They spend that time with their families; also, they may want to go someplace during the weekend. The manger, as the persuasion manger, will speak with each employee and explain that his working during the weekends will have great benefits, for example, employees will gain more experience. The manger will ensure that the employees understand the advantages of working on the weekends.

## References

Kolb, D. *Everyday Negotiation: Navigating the Hidden Agendas in Bargaining*. San Francisco, CA: A Wiley Imprint, 2003.

Maddux, R. *Successful Negotiation: Effective “Win-Win” Strategies and Tactics*. Los Altos, CA: Crisp Publications, Inc., 1988.

Donaldson, M. *Negotiations for Dummies*. New York, NY: Hungry Minds, Inc., 1996

Cialdini, Robert B., Ph.D. *Influence: The Psychology of Persuasion*. New York: William Morrow & Company, Inc., 1993.

Kramer, H. *Game, Set, Match: Winning the Negotiation Game, a Step-by-Step to Getting what you want from any negotiation*. New York, NY: ALM Publishing, 2001.